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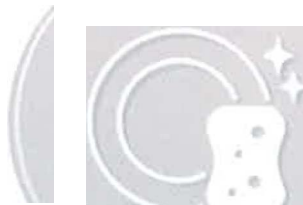
FACULTY OF MECHANICAL ENGINEERING

DIPLOMA IN MECHANICAL ENGINEERING (EM110)

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ENT 300



UDH Inc.

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Through these problems, we manage to become more organize and mature in dealing with the problems that occur during our research. This business plan covers organization, marketing, operation, financial and training plan and any other information needed by a new entrepreneur as a guide to start this business.

Lastly, to those who had involved and contributed directly or indirectly to this business plan we are very grateful to them for the effort and initiative that they have shown in our project until we successfully completed our business plan. We hope this business plan report can give us little bit knowledge about Entrepreneurship world and how to become an entrepreneur in future.

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EXECUTIVE SUMMARY

UDH INC.

This business proposal presents an overview of business description, activities and goals for UDH.INC within three (3) years forecasted business period. Our company start up the business in Johor Bahru, which is a developing city. Our mission is to innovate products that reduce a significance amount of cost and energy. Our company guarantees that our product is an eco-friendly product as our vision is not only to provide technology to people but also creating technology that could conserve energy. UDH Inc. operating at Taman Johor Jaya, Johor Bahru from Monday to Friday for 10 hours (8 a.m – 6 p.m).

UDH Inc. aims to penetrate the market with 15 percent (%) of market share among its main competitors which are Harvey Norman Malaysia, Haes Highland Electric SDN BHD and HB Hygiene SDN BHD with averaging forecast of RM 305,881.50 monthly and it would generate about RM 3670578.00 sales revenue in the first year. The business will experience 5% and 10% increment in sales revenue and working capital for the second and third year of business. The total project implementation cost for RM 660.00. The financial resources will consist of ten year small medium ventures loan equal to RM 10000 and the remaining will acquire from business equity (partner's contribution). In order to ensure the business will experience sustainable growth, UDH Inc. plans to develop its new product which is an automatic dishwasher machine.